

- (2) a memory for storing electronic coupons received through electronic transmission from an Internet Coupon Server, which memory permits browsing on said display;
 - (3) a user input device coupled to said central processing unit to permit a user to make an on-line selection of one of a plurality of electronic coupons collectively stored in said Internet Coupon Server's memory;
- (b) said Internet Coupon Server being coupled to [the] an Internet Coupon Notification Center, said Internet Coupon Server comprising:
 - (1) a memory for storing electronic coupons received from an Internet Coupon Notification Server's supplier;
 - (2) a central processing unit for generating and transmitting electronic coupons and for recording and transmitting electronic coupon transactions;
 - (3) an Internet Coupon Notification Center Gateway for enabling communication with said Internet Coupon Notification Center;
- (c) [an] the Internet Coupon Notification Center, including:
 - (1) means for recording serial numbers of coupons generated by an Internet Coupon Server;
 - (2) means for recording and updating transactions pertaining to redeemed electronic coupons; and
- (d) an electronic coupon, comprising:

- (1) a plurality of digital representations of product image and uniform product bar code;
- (2) a plurality of digital representations of indicia identifying discount information, product title, coupon owner's title, expiration date, coupon serial number, and user's Internet address.

2. **(Original)** The electronic computer coupon communication system of claim 1, wherein said Internet Coupon Server further comprises;

means for storing electronic coupon elements;

means for generating electronic coupons;

means for storing a collection of electronic coupons;

means for recording coupon transmission;

means for transmitting information about coupon transactions; and

means for recording user data.

3. **(Original)** The electronic computer coupon communication system of claim 1, wherein said Internet Coupon Server, utilizes a method of operation comprising the steps of:

generating a new electronic coupon with a unique serial number upon the beginning of an on-line session with an Internet node;

transmitting said selected electronic coupon over a public computer network; and recording the transmission in said coupon data base.

4. **(Original)** A method of generating a desired coupon in an electronic coupon communication system, comprising the steps of:

selecting an electronic coupon by a user of a computer network node during an on-line session with a computer network Coupon Server;

selecting a coupon from said computer network Coupon Server;

generating a new coupon at the beginning of an on-line session;

receiving a user selection of the electronic coupon during the on-line session from said computer network Coupon Server to said computer network node;

transmitting the electronic coupon to the user's computer network node during the on-line session;

displaying said electronic coupon on a display device on said computer network;

generating an optional request message for requesting said electronic coupon to be sent electronically;

transmitting said optional request message corresponding to the selection of the electronic coupon request message including the electronic mail address of destination;

arranging a coupon data base update in response to said electronic coupon transmission; for recording the transaction, including the user's identification number and coupon serial number;

changing the coupon serial number in coupon data base;

sending a message to the coupon's Internet Coupon Notification Center, said message comprising the coupon serial number and the user's identification number; and

verifying the validity of an electronic coupon at a redemption center by accessing said Internet Coupon Notification Center's coupon generation database and an electronic coupon, comprising:

- (1) a plurality of digital representations of product image and uniform product bar code;
- (2) a plurality of digital representations of indicia identifying discount information, product title, coupon owner's title, redemption specification, uniform product code, expiration date, coupon serial number, user's name, user's identification number, user's Internet address and user's personalized message.

5. **(Original)** The method of claim 4, wherein said electronic generation process includes: taking coupon indicia and digital representations of graphical images in said coupon data base;

coupling said coupon indicia with said user indicia in said user data base; and

placing said coupon indicia in a browsing memory to represent an electronic coupon.

6. **(Original)** The method of claim 5, wherein said redemption center records the redemption of coupons of sending a message to said computer network Coupon Notification Center's redemption data base.

7. **(Original)** A computerized electronic coupon generating system having an arrangement for recording and analyzing data relative to said coupon, over a public computer network, comprising:

means for selecting an electronic coupon by a user of a computer network;

means for generating an electronic coupon at the initiation of a session on a public computer network;

means for receiving the selection of an electronic coupon of the user during a session on a public computer network;

means for transmitting electronic coupons to the user's computer system during a session on a public computer network;

means for displaying electronic coupons on the user's computer system;

means for generating an optional request message for requesting electronic coupons to be sent electronically;

means for transmitting an optional request message corresponding to the selection of the electronic coupon, including the electronic mail address of destination;

means for arranging a coupon data base update for recording the transaction in response to an electronic coupon transmission including recording the user's identification number and coupon serial number;

means for sending a message to a computer network notification center, said message including said coupon's serial number and the user's identification number so as to thus record and provide an analytical base for said electronic coupon generation system;

means for verifying the validity of an electronic coupon at a redemption center by accessing the Internet Coupon Notification Center's coupon generation data base; and an electronic coupon, comprising:

- (1) a plurality of digital representations of product image and uniform product bar code;

- (2) a plurality of digital representations of indicia identifying discount information, product title, coupon owner's title, redemption specification, uniform product code, expiration data, coupon serial number, user's name, user's identification number, user's Internet address and user's personalized message.

8. **(Original)** The computerized electronic coupon generating system as recited in claim 7, also including:

means for taking coupon indicia and digital representations of graphical images in said coupon data base;

means for coupling said coupon indicia with said user indicia in said user data base; and means for placing coupon indicia in a browsing memory to represent an electronic coupon.

9. **(Original)** The computerized electronic coupon generating system as recited in claim 8, also including:

means for recording the redemption of coupons by said redemption center by sending a message to said computer network Coupon Notification Center's data base.

10. **(Amended)** A method for selectively transmitting and using redeemable coupons comprising coupon data and data sufficient to identify each coupon, comprising the steps of:

generating coupon offers via a coupon server, the coupon offers comprising coupon indicia and being based on information provide by coupon issuers;

consumer computer in electronic communication with the coupons server over an Internet connection providing the coupon server with user indicia including demographic information about

the consumers, the demographic information being independent of consumer selections of the coupon offers;

the consumer computer comprising a user database and a browsing memory permitting the consumers to browse coupon offers on a visual display;

the coupon server making initial coupon offers selectively available to the consumer computers accessing the Internet on the basis of the user indicia;

the coupon server generating new coupon offers different from the initial coupons offers and making them selectively accessible to the consumer computers based upon receipt from the coupon issuers of new coupon information as well as receipt from the consumer computers of the user indicia;

making accessible to the consumer computers electronic coupons and permitting the consumers to make on-line selections of redeemable coupon offer[.] ;

the coupon server sending coupon indicia data and consumer identification data to an Internet Coupon Notification Center; and

verifying at the Internet Coupon Notification Center the validity of any selected coupons upon redemption by a consumer.

11. (Amended) A method for selectively transmitting and using redeemable coupons comprising coupon data and data sufficient to identify each coupon, comprising the steps of:

generating coupon offers via a coupon server, the coupon offers comprising coupon indicia and being base on information provided by coupon issuers;

consumer computers in electronic communication with the coupon server over an Internet connection providing the coupon server with user indicia including demographic information about the consumers, the demographic information being independent of consumer selections of the coupon offers;

the consumer computers comprising a user database and a browsing memory permitting the consumers to browse coupon offers on a visual display;

the coupon server making initial coupon offers selectively available to the consumer computers accessing the Internet on the basis of the user indicia, at least the initial coupon offers being selectively available to an individual consumer computer based upon the demographic information provided by the individual consumer computer;

the coupon server generating new coupon offers different from the initial coupon offers and making them selectively accessible to the consumer computers based upon receipt from the coupon issuers of new coupon information as well as receipt from the consumer computer of the user indicia;

making accessible to the consumer electronic coupons and permitting the consumers to make on-line selections of redeemable coupon offers[.] ;

the coupon server sending coupon indicia data and consumer identification data to an Internet Coupon Notification Center; and

verifying at the Internet Coupon Notification Center the validity of any selected coupons upon redemption by a consumer.

12. Please cancel claim 12.

13. (Amended) A method for distributing electronic coupons comprising coupon data and data sufficient to identify each coupon, comprising the steps of:

providing registration information to a coupon server via a network node, the registration information including demographic information;

storing the registration information within the coupon server;

the coupon server receiving coupon indicia information from a coupon notification center;

storing the coupon indicia information within the coupon server;

generating one or more electronic coupons based on the registration information, each electronic coupon having a serial number and comprising a plurality of digital representations of indicia including the coupon indicia information;

the coupon server making the electronic coupons accessible to remote users such that the users can select one of more of the electronic coupons;

the coupon server transmitting the coupon generation information to the coupon notification center;

storing the coupon generation information in a database within the coupon notification center[.] ; and

verifying at the coupon notification center the validity of any selected coupon upon redemption by the consumer.

14-16. Please cancel claims 14 through 16.